
Marketing NCO

* Indicates changes

1. This Command Job Qualifications Standard (CJQS) pertains to SDI 8R000 Air Force Recruiter personnel. Tasks listed in Column 1 of the attachments are the most common tasks, knowledge, and technical references necessary for noncommissioned officers to perform their duties. This CJQS will remain in effect until superseded or rescinded, regardless of the date of the STS. Tasks are functionally grouped by subject to aid in the training process.

2. This position requires task certification only. Upon reaching the competent level in a task, the task certifier will document the date and his/her initials directly below the date. * Periodic evaluations are not required for task certification **but must be conducted if trainee is failing to progress satisfactorily**. Task certification will not last more than twelve months. Training will be given to the trainee on all tasks in the CJQS by providing: an overview, technical discussion, task demonstration, and finally trainee performance. Ultimately the trainee must be able to perform a given task without assistance. Feedback and thorough evaluation are essential elements that must be included in each training session.

3 Supervisors and trainees are responsible for the accuracy of this JQS. The completion of the JQS form will be accomplished in the following manner. The training start date will be the date the trainee is assigned to station and will be annotated at the top of each page of e JQS. Each time the primary trainer provides training on any task, annotate the date in the first available block next to the task and have trainee initial in the block provided underneath. Repeat this each time you train, until they perform the task(s) at the satisfactory level. When the satisfactory level is reached, annotate the date on the far right of the task and the primary trainer's initials directly below the date.

4. Training from the primary trainer will be documented directly on the JQS. Use AF Form 623a if the trainee is failing to progress or receives an unsatisfactory evaluation. All training on unsatisfactory tasks will be documented on AF Form 623a until the desired competency level is reached. Training from other than primary trainer (squadron trainer, marketing, etc.) will be documented on the AF Form 623a and documented on the AF Form 1098 (i.e., MEPS, Admin., etc.). Supervisors are responsible for the training of the recruiters under their supervision.

Primary Trainer's Initials and date

_____	_____	_____	_____
_____	_____	_____	_____

Supersedes CJQS 8R000-008, 1 June 1997
OPR: HQ AFRS/RSOT

Approved by: Lt Col C. P. Gallagher
Distribution: F (Recruiting)

TRAINING START DATE:	ATTACHMENT 1					
	MARKETING NCO JOB QUALIFICATION STANDARD (JQS)					
TASKS, KNOWLEDGE AND TECHNICAL REFERENCES	DATES & TRAINEE'S INITIALS WHEN DEMONSTRATION/PERFORMANCE TRAINING IS ADMINISTERED NOTE: DATE IN UPPER BLOCK AND INITIAL IN LOWER BLOCK					COMPLETION DATE AND F/S INITIALS
1. Advertising Plan						
a. Understands and can explain the Local Ad Plan as it applies to the squadron's overall program						
b. Understands and can explain the Local Ad Plan planning process and how to make changes throughout the year						
c. Demonstrates the ability to conduct analysis of the Local Ad Plan to determine the effectiveness of the plan						
2. Advertising						
a. Understands and can explain the Air Force paid advertising program policies and procedures (Local and National)						
b. Demonstrates how to establish and maintain points of contact with commercial print media outlets that carry Air Force advertising						
c. Understands what advertising is not authorized per AETCI 36-2002, Chap 8						
d. Understands the use of Squadron Marketing Funds						
e. Demonstrates fund phasing of Squadron Marketing Funds						
f. Understands what media works best for the market they are targeting with advertising (i.e., which media and what size/type ad works best for NPS, HP, etc.)						

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3. Public Service Announcements						
a. Demonstrates how to use current public service announcement (PSA) products and news release materials in an attempt to obtain support from the following:						
(1) Radio Stations						
(2) Television stations						
(3) Cable television stations						
(4) Print Media (newspapers, magazines, etc.)						
(a) Demonstrates how to run a "New Marketing NCO" news release						
(5) Outdoor advertising (Billboards, bus boards, etc.)						
b. Demonstrates how to meet with program directors, promotion directors, community/public affairs directors for the following agencies:						
(1) Radio						
(2) Television						

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(3) Cable television stations						
NOTE: One of the above must be a station which has not provided support in the past.						
c. Demonstrates interpretation of the Monitored PSA Activity for JRAP (or similar report) for comparison to sister services for:						
(1) Total airplays of Air Force PSAs						
(2) Daypart share of Air Force PSAs						
d. Demonstrates the ability to order radio and television PSA from HQ AFRS						
4. Center of Influence (COI) Program						
a. Demonstrates how to verify with squadron financial analyst that funds are available to support requested events						
b. Demonstrates how to work with key personnel to fund phase COI funds by program						
c. Demonstrates a thorough knowledge of which forms are required and how to process, review, maintain these forms (AETC Fm 1406, AETC Fm 1303, and SF 44, etc.)						
d. Demonstrates how to effectively manage the squadron COI program, to include keeping the squadron commander informed, conducting the following:						

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(1) Proper maintenance of COI documentation						
(2) Conducts informational and trend analysis of the COI program to include follow up with flight chiefs on lead status						
(3) Documents the monthly reconciliation of COI funds with the squadron financial analyst						
e. Demonstrates understanding of COI cost limitations						
5. Promotional Activities						
a. Understands the operation of the mini-jet						
(1) Demonstrates the safe operation of the mini-jet to include loading, unloading, assembly, disassembly, and stowage						
(2) Demonstrates the safe towing of the mini-jet trailer						
(3) Demonstrates knowledge of maintenance procedures for the mini-jet and trailer						
(4) Understands appropriate uses of the mini-jet for recruiting promotional activities						
b. Understands the use of Civilian Events for recruiting purposes (i.e. parades, air shows, sporting events, etc.)						

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(1) Understands the use of resources such as the Thunderbirds, ACC Aerial Demonstration team, etc.						
(2) Demonstrates knowledge of requesting resources such as the Thunderbirds, ACC Aerial Demonstration teams, etc.						
(3) Demonstrates maintaining liaison with AF bands to include scheduling and use of Air Force Fm 3030						
c. Demonstrates knowledge of the National Convention Program, its purpose, and how the local squadron supports the program						
d. Demonstrates knowledge of the tour program						
(1) Recruiting Service-sponsored tours						
(2) Local tours						
e. Understands the role of the marketing flight in the AFMC Science and Engineering Program						
6. Civilian Awards Program						
a. Understands the program as it applies to squadron marketing for these awards:						
(1) American Spirit Award						

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(2) Recruiting Service Commander's Award						
(3) Public Service Award						
(4) Air Force Recruiting Salutes Award						
(5) Recruiting Service Honorary Recruiter Certificate and Certificate of Appreciation						
(6) Certificate of Recognition and the Mathematics and Science Certificate						
7. Direct Mail Program						
a. Understands the Direct Mail Program						
(1) National Direct Mail and how the program works						
(2) Recruiter Generated Mail, how it works, and how to conduct analysis of the program						
8. Collateral Materials						
a. Understands the distribution system (Recruiter Account Numbers, RAN) and can demonstrate how to order materials						

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b. Understands open stock projects						
c. Can explain the formula share percentage that is used for breaking out materials from HRS						
d. Can demonstrate the formula share percentage used by the squadron for breaking out materials for the flights						
e. Can explain the use of Sales Promotional Items (SPIs) and how to order them (HRS and locally procured items)						
9. Training						
a. Demonstrates the ability to conduct field training with newly assigned recruiters to include meeting with media, conducting COIs, zone posting, etc.						
b. Demonstrates the ability to explain programs to newly assigned recruiters such as Direct Mail, promotional activities, etc.						
10. Leads						
a. Can explain the leads process from AFOC to the recruiter						
b. Demonstrates understanding of and can explain to recruiters the advertising codes used on delivered to the recruiter						
c. Can conduct an analysis of leads received by a recruiter based on lead source						

